



## **Lindsey Bracco** **Director of Marketing and Technology Strategy**

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Joining Gateway Financial in 2019 as a Business Development Associate, Lindsey quickly demonstrated exceptional skills in communication, organization, and strategic execution. Her dedication and impressive results led to a rapid rise within the firm, culminating in her current role as Director of Marketing and Technology Strategy. As Director of Marketing and Technology Strategy, Lindsey plays a pivotal role in driving Gateway's marketing and technology initiatives. She leverages her extensive background to align the firm's strategies with the latest industry trends, ensuring Gateway remains at the forefront of its field. Through the development of comprehensive marketing plans and the implementation of technology-driven solutions, Lindsey optimizes Gateway's overall business performance.

Closely collaborating with Gateway's executive team is central to her impact. She enhances the firm's brand presence, supports key Joint Venture partnerships, and positions the firm for sustained growth and success. Lindsey facilitates monthly firmwide meetings, providing updates on Joint Venture progress and ensuring smooth coordination across the firm. She also cultivates strategic relationships with influential external partners and management in the Ultra-High-Net-Worth (UHNW) space, further expanding Gateway's reach and market presence.

Lindsey's contributions extend to the critical areas of technology strategy and vendor management. Working closely with the Chief Operating Officer, she develops and executes technology initiatives that are tightly aligned with Gateway's goals. Lindsey manages vendor relationships, monitors technology trends, and ensures technology investments support the firm's strategic objectives. She also collects and analyzes data, prepares reports, and communicates the value of these initiatives to the executive team.

In parallel, Lindsey collaborates with the executive team to create comprehensive marketing strategies. She ensures regulatory compliance, develops personalized campaigns for partners, and conducts industry research to identify effective channels and tactics. Lindsey also stays up-to-date on the latest technology developments and industry best practices by regularly attending conferences, events, and webinars.

Through her multifaceted contributions across marketing, technology, and business strategy, Lindsey has become an indispensable asset to the entire Gateway team. Her unwavering dedication and deep proficiency have solidified her status as a go-to resource and a vital contributor to the firm's continued success and growth.

Lindsey resides in Wexford, PA after 14 years in New York City. She enjoys working out, attending social events, traveling, cooking and spending time with her family and friends.

### **Education & Affiliations:**

- Point Park University, Bachelor of Fine Arts (2006)
- Finseca, Member
- Actors' Equity Association, Actor